

CALIFORNIA CHILDREN & FAMILIES COMMISSION

Thursday, February 15, 2001

Radison Hotel

500 Leisure Lane

Pavilion Room

Sacramento, CA 95815

(916) 922-2020

I. Call to Order.

The meeting was called to order by Vice Chair Susan Lacey at 8:45 a.m.

II. Roll Call.

Present were Commissioners Kim Belshé, Sandra Gutierrez, Susan Lacey, Louis Vismara, Ed Melia, Karen Hill-Scott.

III. Approval of Minutes, January 18, 2001 State Commission Meeting.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Belshé to approve the January 18, 2001 minutes. The motion passed unanimously.

The Commission adjourned at 9:10 a.m. to attend the General Session of the Child Development Policy Advisory Committee (CDPAC) Conference. Chairman Rob Reiner reconvened the Commission meeting at 11:15 a.m.

IV. Chairman's Report

Chairman Reiner reported that he had met with Secretary Mazzoni to discuss the task force on School Readiness. The task force will consist of Chairman Reiner and Secretary Mazzoni as Co-Chairs, the Secretary of Health and Human Services, a representative from the Governor's office, and representatives from three local commissions, Los Angeles, Central Valley and the Bay Area. There will also be a much larger advisory body made up of various Department of Education and Legislative staff. The first meeting is on the 20th of February, 2001.

There will be a legislative hearing and media event on March 7, 2001 to highlight the work of the Safe From the Start forums. Chairman Reiner will be participating in this event.

V. The California Smoker's Helpline

The California Smokers' Helpline, implemented by the University of California at San Diego, provides cessation counseling service to smokers throughout the state. An initial \$1 million was approved to expand the cessation services offered by the California Smokers' Helpline to pregnant smokers and smoking parents of young children who called the toll-free number as a result of Proposition 10 media advertisements and public relation efforts. An augmentation of \$2 million was requested to extend the contract through June 2004 to ensure that these counseling services coincide with the Media Contract timeline.

Commissioner Belshé asked what was the overall budget of the Helpline and what the contribution of the State Health Department versus Proposition 10 funding consisted of. Chris Anderson, Project Director, informed the Commission that the Department of Health Services is contributing about \$2.4 million per year.

Chairman Reiner asked how many more people are anticipated to be reached with this expansion. Mr. Anderson informed the Commission that they project services should increase by approximately 33%.

Chairman Reiner asked for statistics regarding smoking cessation with respect to this program. Mr. Anderson informed the Commission that in the trial program the quit rate was 26% verses a control group of 14%.

MOTION: Commissioner Belshé moved, seconded by Commissioner Vismara to approve the \$2 million requested to extend the contract through June 2004. The motion passed unanimously.

VI. Advisory Committee on Diversity

Commissioner Sandra Gutierrez, Committee Co-Chair, reported on the latest activities of the Advisory Committee on Diversity.

They had a productive meeting on 2/7 in conjunction with the Statewide Conference whereby they reviewed and provided comment on a number of State Projects/Initiatives, including:

- The two pending evaluation surveys: public opinion survey and the household survey
- Inclusion specialist concept paper
- Disability consultant services proposal with Sonoma State University/Center for Institute on Human Services – offered specific modifications to the proposed scope of work.

The Committee also set the course for future work:

- Next meeting is March 29th
- Subcommittee to begin work on drafting the diversity tenets for discussion at the March 29th meeting.
- Retreat re-scheduled for April 30th – May 1st

Commissioner Gutierrez also shared that the Diversity Workshop at the Conference (title: Beyond the Rhetoric: Taking action towards addressing diversity and equity). In a room filled to its capacity, this information rich and thought provoking workshop featured:

- Dr. Melanie Tervalon, County Commissioner from Alameda County, who shared some of their challenges and successes in addressing diversity (Alameda County has established its own diversity committee)
- Linda Okahara from Asian Health Services, who shared information on the laws and regulations that govern the delivery of linguistically appropriate services.

The resulting comments and questions indicate that the counties are interested in receiving further training and technical assistance in this arena.

Although not directly sponsored by the diversity committee, another conference workshop focused the status of Latino children – again a very well attended session conducted by Dr. Rosina Becerra from UCLA. Some of Dr. Becerra's findings include:

- 47.5% of births in California are to Latinas
- The percentage of Latino children in the general population of children (0-5) is increasing substantially
 - 1990 26%
 - 2000 47.6%
 - 2010 51.3%
- Health Insurance (children) (1998)
 - 60.5% of Medi-Cal eligible children (0-5) are Latino
 - 65.4% of Healthy Families enrollees are Latino

Motion: Commissioner Gutierrez moved, seconded by Commissioner Lacey, to appoint Commissioner Vismara as Co-Chair of the Advisory Committee on Diversity. The motion passed unanimously.

VII. Research for the Development of the Master plan

Elias Lopez presented this item. In August 2000, the Legislative Joint Committee to Develop a Master Plan for Education asked the State Commission to develop the components of the plan specifically related to early childhood education. The Commission agreed and two months later allocated funds to hire a principal consultant to coordinate the work. Staff proposed up to \$5 million be allocated from the Research Account to support the development of the School Readiness Component of the Master Plan. Two million of the money will be for research to be conducted on a variety of research topics as identified by the school readiness workgroup. The rest will go to the development and implementation of a household survey on childcare and preschool access.

Chairman Reiner asked how long it would take to develop a working definition of school readiness. Mr. Lopez informed the Commission that it would depend on the work being done by the School Readiness Workgroup. Ms. Henderson stated that the Commission could adopt its own definition based on discussion at the last retreat.

Commissioner Belshé noted that a complete day has already been spent discussing this issue.

Jane Henderson asked the Commission members if they were comfortable going forward with the proposal as it stands or would the preference be to have staff present this item again after more specifics had been developed. Chairman Reiner noted that as a flexible fund, any of the unused portion of the \$2 million would be returned to the Commission. The fund would reduce the two months process time to approve funds for research projects.

Commissioner Hill-Scott suggested that the Commission receive a research plan for proposed projects.

Commissioner Gutierrez asked for justification of the \$175 per household cost in the household survey. Commissioner Gutierrez noted that best practices for other states need to be examined in the context of California.

Jane Henderson stated that the work with the Legislature around developing a Master Plan for Public Education, including a preschool component, is a long range framework defining where the Commission should be going in terms of building early childhood care and education into a statewide system with maximum transition from early childhood into the K-12 system and looking at how well prepared schools are to receive young children. The Governor's School Readiness Initiative is a much more targeted effort to bolster existing school readiness programs.

Chairman Reiner asked how the sample size of 15,000 households was determined to be appropriate. Mr. Lopez referenced the Census Bureau as a source. Commissioner Hill-Scott indicated that this had been her request.

Responding to an inquiry by Commissioner Belshé, Ms. Henderson informed her that the principal consultant reports to the Commission. A discussion followed on the topic of how funding decisions for research projects would be made. The workgroup would be vested with that responsibility.

Commissioner Belshé expressed concerns over the vagueness of the funding process.

Commissioner Hill-Scott recommended the development of a research plan and suggested taking into consideration a publications budget.

Commissioner Vismara requested the development of a curriculum on neuro-biological development. He suggested that a portion of the funding should be used to review prior surveys. Mr. Lopez informed the Commission that the review will be part of the survey process.

Chairman Reiner spoke in favor of a curriculum on childhood brain development and similar topics.

Commissioner Gutierrez spoke in favor of the survey.

Commissioner Belshé asked how the different surveys are expected to align in terms of approach, timing and focus. Mr. Lopez informed the Commission that the surveys would develop with slightly different timelines and foci.

Commissioner Gutierrez suggested that the household survey differentiate between personal preferences and access with respect to childcare.

Public Comment

Angie Garling, Alameda County, spoke in support of a centralized eligibility list for subsidized childcare. Ms. Garling distributed a handout on the topic.

Shelly Waters Boots, Research Director, California Childcare Resource and Referral Network, spoke in support of the development of an advisory body for future UC based research. The body would consist of experts in the area of research.

Joan Richards, San Joaquin County Family Resource and Referral, presented an anecdotal success story regarding her experience with the HeadsUp Reading Program.

Anita Fong, San Francisco Department of Public Health, echoed comments from Commissioner Gutierrez regarding cultural sensitivity as it relates to childcare access. Ms. Fong also noted that the homeless population is challenged in this area.

Gene Lucas suggested surveying kindergarten teachers in the household survey.

MOTION: Chairman Reiner moved, seconded by Commissioner Gutierrez to approve the \$5 million requested to be used for research to support the school readiness component of the Education Master Plan and the household survey on access to child care and preschool. The motion passed unanimously.

VIII. Master Plan/School Readiness Conference Planning

Judy Stucki presented this item. This item requests the Commission's approval of an additional \$204,375 for increased travel costs, facility costs, expert testimony, a facilitator, an editor, and the services of a meeting planner to arrange for the above items. The amount requested is in addition to \$77,220 already approved in the initial \$300,000 for some of these same items, for a total of \$281,595 for travel, facilities, and meeting related costs.

Staff travel budget allocation is small because the meetings will be conducted in Sacramento.

Commissioner Belshé asked how many staff members are expected to be working on this project. Emily Nahat informed the Commission that there would be the equivalent of two full time staff people involved. A discussion followed on the topic of additional staff required for this project.

Commissioner Hill-Scott opened discussion on the facilitator position. General level of qualification and compensation were discussed.

MOTION: Commissioner Gutierrez moved, seconded by Commissioner Vismara to approve the \$281,590 requested for conference and meeting planning. The motion passed unanimously.

IX. School Readiness Initiative

Jane Henderson presented this item. The Commission has adopted five priority areas with school readiness being the over-arching umbrella. These areas include, 1) changing public awareness through the Commission's public education and media outreach campaigns, 2) improving the quality and accessibility of programs, statewide capacity building and infrastructure development 3) improving the quality and accessibility of programs through innovative approaches and partnerships, 4) evaluating results and 5) looking at how the Commission can improve public policy through policy development

and advocacy. At the retreat the participants discussed using the National Education Goals Panel definition of school readiness, which includes looking at the components of school readiness within the child, including physical wellbeing, motor development, social/emotional development and approaches to learning, language development, and cognition. Also including in the definition examining the schools' readiness for children as well as the family and community supports and components.

Jane Henderson presented a model for a school readiness facility/program as directed by the Commission at the retreat.

A discussion followed on the topic of how the model could be modified to reach all of those in need. Chairman Reiner suggested that this model was the gold standard and perhaps there was a "silver standard" that could reach more of those in need. Commissioner Gutierrez noted that there are no subsidies available that are not already being used.

Commissioner Gutierrez noted that this document was a draft.

Commissioner Hill-Scott reiterated some of the points that were made at the retreat. She discussed the topic of replicable models that could be implemented statewide. If the models are presented in a research and development context, then only children that receive services initially will complete the program unless local communities contribute funds to continue the program past the research and development period. Chairman Reiner suggested the Commission only develop models that it can sustain.

Commissioner Belshé suggested the Commission not let budget constraints define school readiness. She urged the Commission to look beyond itself when defining school readiness.

Chairman Reiner commented that not all services must be developed and provided by the Commission, that many services are made available through community partners.

The Commission identified the need to collect data on what services in the model are already being provided and proceed toward filling the gaps.

Commissioner Gutierrez cautioned against overstating the administration's interest in committing funds towards this initiative.

Chairman Reiner stated that programs would provide, through resource centers, a mechanism by which the available services listed can be integrated and readily available to those in need.

Commissioner Melia commented that there is no need for an edifice for these services.

Commissioner Hill-Scott clarified that this document presents not the Commission's funding intentions, but rather the attributable costs to provide services. She cautioned the Commission on the possible misperception of this document as a Proposition 10 budget proposal.

The Commission clarified that these services will be, at least, linked to schools, if not, in some cases, located on school grounds.

Commissioner Hill-Scott spoke against the idea of per capita fund allocation as a school readiness definition and the idea of providing a service for four-year-olds only.

The Commission discussed the role of local communities in providing these services and how the Commission may best enable the communities to play that role effectively.

The Commission recognized that no single plan will work for all communities and that any plan will have to be tailored to each community.

Public Comment

Pica Lombardo, March of Dimes, asked the Commission to view these models as prototypes. She emphasized that prenatal care is often overlooked when addressing the issue of school readiness.

Mark Friedman, Alameda County, stated that his county has determined that it would be very difficult to provide a free standing building in which these services would be provided. He emphasized the need to identify the existing infrastructure. He noted that his county has plans to develop some of the models outlined in the proposal. The cost of a center in any given city will be very different. In closing, Mr. Friedman emphasized the need for the Commission to play a role in enabling economic self-sufficiency in communities where that is a problem.

Donna Mobley, Director, Success by Six, spoke about a five-week kindergarten readiness summer camp conducted by the Success by Six program. The program asked members of a particular community what they needed to ensure that their children would be ready for school. Ms. Mobley discussed how the program filled a gap in existing services to improve the school readiness of children.

Marsha Sherman, California Childcare Health Program, spoke about a childcare health linkages project. Ms. Sherman asked that the Commission get involved with a bill that would institutionalize the childcare health linkages program.

Marianne Doan, Director, Quality Improvement Center for Disabilities Services, emphasized the need to closely examine existing programs that provide the services that are being discussed by the Commission. She suggested that the services be located in

places that community members want to go. Ms. Doan distributed a document containing research on the development of children with disabilities and special needs. She highlighted the finding that socialization with other children is critical and is positive development. Ms. Doan emphasized the need for adequate training, with respect to disabilities, of staff that are providing these services.

Commissioner Gutierrez expressed concerns over the idea being presented that there are many quality services already available. She also noted that many of the available services may require or are perceived to require U.S. residency status.

Joan Richards, San Joaquin, Commission and Partnership for Children and Families, spoke about a program her commission developed called A+. The program looked at literacy and other measures of how well children are developing. Ms. Richards emphasized the need to integrate early literacy into these services.

Pam Shaw, West Ed. Center for Prevention and Early Intervention, thanked the Commission for its efforts on this front. Ms. Shaw emphasized the need to make children with disabilities and special needs a priority. She commented that recruiting quality staff for these programs is going to require substantial funding.

Ethel Seiderman emphasized the need to involve parents as stakeholders in this endeavor. She cautioned the Commission against a top-down, fix the parents, model.

Kate Ertz-Berger, Contra Costa Childcare Council, stated that her county has many of the pieces of this initiative in place and intends to continue to strengthen the linkages between those pieces. Ms. Ertz-Berger urged the Commission to consider the Resource and Referral Centers as partners in providing these services.

Gene Lucas urged the Commission to focus more on the educational aspect of this program.

X. Oral Health Initiative – Rural Counties

Gloria Wyeth, Executive Director, Sierra County CFC, introduced Ellen Vierra, Jan Irvin and Cheryl Smith. In October 2000, Lassen, Modoc, Plumas and Sierra conducted an Oral Health Summit, funded by the State Commission. The four counties presented a Regional Oral Health Plan and requested funds to continue coordinated efforts to implement recommendations from the Summit. The following top priorities emerged from the Summit: 1) Develop an ongoing Regional Coalition for communication, action and grant writing; 2) Plan collaborative training for dental professionals, health professionals, childcare providers and parents; 3) Develop a plan for regional recruitment and retention of dentists; 4) Promote and create a collaborative media campaign on oral health; and 5) Increase appropriate use of fluorides/fluoridation. The coalition steering committee has been established. Robert Eiseman, a dentist working for the Department

of Health Services, has received a grant from HCFA for a national demonstration project for Alameda County. He is currently in the process of securing funding for expansion to include these four counties and possible four other rural counties. That grant will address Medi-Cal issues and issues relating to the training of existing dentists. The project will: 1) conduct aggressive outreach to recruit families with children 0-5 who are enrolled in Medi-Cal or Healthy Families Insurance programs; 2) recruit medical and dental providers to participate in the program; 3) orient parents/families about expectations and responsibilities; 4) resolve barriers to access, link families with providers; 5) provide case management services; 6) train and certify medical and dental providers specifically to work with 0-5 populations; 7) offer enhanced benefits to enrolled counties; and 8) offer enhanced Medi-Cal and HFP reimbursement for the enhanced benefits and other selected dental procedures to certified medical and dental providers.

Three of the four counties' Children and Families Commissions have each committed \$10,000 to the planning process. The fourth is considering the commitment. The coalition requests a match of funds up to \$40,000 to help support the planning, funding and implementation process.

Commissioner Vismara asked about the status of fluoridation in their public water supply. Ms. Wyeth informed the Commission that her town was the only town within the four counties that has fluoride in the water.

Margaret Fortune Presentation

Chairman Reiner thanked Ms. Fortune for her service to the State Commission. Chairman Reiner acknowledged her role in the launch of the Committee on Diversity. Ms. Fortune is now the Director of the Northern California Teacher Recruitment Center. Chairman Reiner read excerpts from a resolution written by Dede Alpert. Ms. Fortune thanked the Commission for its appreciation and commented that she had learned a great deal while serving on the Commission. Ms. Fortune acknowledged Gary Hart for staffing his office with new and diverse talent.

XI. Executive Director's Report

Jane Henderson reported that the third statewide conference was very successful. There were approximately 340 participants. Audiotapes of the three keynote speakers are available. Planning for the next conference is underway. Ms. Henderson reported that the Commission is entering into a small contract with UCLA to begin assessing the needs of county commissions with regards to school readiness planning upon which technical assistance will be developed, especially around school readiness. The Diversity Committee examined the inclusion specialist proposal, which will be distributed to county commissions for their review.

XII. County Commissions Executive Directors' Report

Dorinda Ohnstad reported that the Association is now 8 months old. Funding for the Association's Technical Assistance Service Center (TASC) has been awarded \$1.9M from the California Endowment. This brings the amount of funding to \$3.86M. The Association's meeting was fully attended and 45 county commissions were represented. The statewide conference was a successful partnership between the State Commission and county commissions working together to ensure that the conference met the needs of county commissioners and staff. The Association is preparing for its upcoming retreat on April 26th-27th in Monterey. The purpose of the retreat will be to address how a collective voice for the county commissions can be created and to address ways to frame county commission's participation in the school readiness. Ms. Ohnstad requested county commission involvement in the Master Plan School Readiness workgroup.

XIII. Kit for New Parents

Nicole Kasabian presented this item. A pilot test of the kit has been conducted over the last three months. An analysis of the test has been published on the Commission's website. Ms. Kasabian introduced Dr. Linda Neuhauser, Executive Director, Berkeley Center for Community Wellness. Ms. Neuhauser thanked Wendy Constantine, Mona Desai, Jules Freedman, all of the county commissions that helped with this project, and the State Commission staff.

The Kit evaluation was designed to answer three questions, 1) would parents use and appreciate the kit, 2) did they learn important things and make positive changes, and 3) does it matter if kits are distributed in prenatal programs, hospitals or at home. Four main methods were used to answer these questions. First, a survey was conducted with mothers in Alameda, Lassen, Modoc, Los Angeles and Santa Clara through prenatal programs, at hospital after delivery and at home visiting programs. The women were initially given a baseline survey asking about parenting information. Six weeks later, follow-up interviews were conducted to find out if they had changed their parenting ideas. Focus groups were conducted with each of the providers. Statewide conference calls with county commission staff were conducted as well as interviews with a small group of fathers. The first step in the process was to conduct training in each of the counties.

It was found that 89% of the mothers reported using the kit during the first 6 weeks. More than half of those polled reported using the kit with the father. It was also found that there was a difference in use depending on where the kits were distributed. Prenatal groups and home visit groups reported 94% usage. Hospital groups reported 75% usage. It was found that Spanish-speaking groups reported a greater percentage of usage than English speaking groups. 94% of parents reported the kit to be helpful. Parents reported that the kit was helpful with general parenting information. Many parents reported going

from knowing nothing to feeling that they were completely prepared. The study found an unprecedented change in parent behavior. Further details on this report can be found on the website. Six recommendations for a statewide distribution of the kit have emerged from the evaluation: 1) make some minor revisions in the videos and brochures, 2) produce the kit in other languages, 3) all providers that distribute kits should have kits of their own and receive training on their use, 4) give priority to prenatal distribution supplemented with hospital and home visitation, 5) distribution should be expanded to include HMOs, Child Health Disability Program, Medi-Cal, Cal Works, Cal Care, Head Start, adoption and foster care, jails and family courts and 6) study the longer term impact of the kit.

Chairman Reiner cautioned against changing every detail raised about the video. If it is critical, then it should be changed.

Commissioner Hill-Scott recommended the production of a video for each year of a child's life.

Mark Friedman spoke briefly about the success of the kits in Alameda County.

Nicole Kasabian reported that she will submit a plan for discussion to the Commission in March or April on the next steps in the program. June or July is the target date for launch.

Public Comment

Gene Lucas commented that further discussion on kit delivery is required with respect to rural counties. He emphasized the need for parents to receive the kit as early in pregnancy as possible. Mr. Lucas presented the Commission with a document containing further distribution ideas.

XIV. Update on Safe From the Start Symposium and Regional Forums.

Nancy Matson Assistant Director, Crime and Violence Prevention Center, presented this discussion item. Safe From the Start is a multi-disciplinary effort involving law enforcement, Health and Human Services, education, local government and community based organizations to look at strategies and programs to help reduce children's exposure to violence. While there are systems in place to help victims of violence, it was found that there were not many systems in place to help witnesses of violence. Safe From the Start has two phases, an education phase and an implementation phase. The educational phase included a statewide symposium, nine regional forums and a joint legislative hearing. The statewide symposium was held in May in Los Angeles. The regional forums were used to bring this to the community. The forums were tailored to each community. There will be a joint legislative hearing on Safe From the Start – Reducing Children's Exposure to Violence on March 7th at the State Capitol. The implementation

phase is being guided by feedback from community teams. The community teams requested additional funding and training. The home visitation, after school, universal quality daycare, and the parenting development programs were all identified by community teams as technical assistance needs. Future goals include the production of an educational video that could be used in conjunction with training programs, a statewide multi media campaign, the development of a promising strategies guide, development of a statewide website, development of a policy report, legislative policy changes and county clearinghouses. Some of this program's unique characteristics include, a statewide effort reaching 53 of 58 counties, locally designed and owned, built in technical assistance component and a collaboration of over 20 state agencies.

There are plans to contract with a consultant to help with the development of technical assistance provisions. Technical assistance feedback is currently being processed.

Commissioner Vismara suggested researching the development of policy development to train peace officers in dealing with domestic violence.

XV. Adjournment

Their being no further business, upon motion by Commissioner Belshé, seconded by Commissioner Hill-Scott, the meeting adjourned at 4:55pm.